

## CLAIMS:

Sub B<sub>1</sub>  
1. A system for providing personalized services, comprising an apparatus which is capable of personalizing its behavior in accordance with a user profile, **characterized in that** the system also comprises a gatekeeper device for controlling said personalization, said gatekeeper device comprising user operable control means for adjusting the extent of said personalization.

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2. A system as claimed in Claim 1, **characterized in that** said control means comprise confirmation means for specifying that the apparatus is allowed to personalize its behavior.

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3. A system as claimed in Claim 1 or 2, **characterized in that** said control means comprise rejection means for specifying that the apparatus is not allowed to personalize its behavior.

Sub B<sub>2</sub>  
4. a A system as claimed in ~~any of the claims 1 to 3~~, **characterized in that** the gatekeeper device is capable of detecting the proximity of the apparatus, the gatekeeper device also comprising notification means for notifying such detection.

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5. A system as claimed in claim 4, **characterized in that** the apparatus is capable of transmitting an identification signal for facilitating said detection.

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6. A system as claimed in claim 1, **characterized in that** the gatekeeper device comprises further user operable control means for establishing a relationship with the apparatus, said relationship specifying the extent of personalization at subsequent occasions.

7. A system as claimed in Claim 6, **characterized in that** the apparatus is capable of generating an identity tag which identifies said relationship and of exchanging said identity tag with the gatekeeper device, the gatekeeper device being capable of storing said identity tag.

a 8. A system as claimed in ~~any of the Claims 1 to 7~~, characterized in that the gatekeeper device is capable of storing at least one user profile and of exchanging said user profile with said apparatus.

5 9.a A system as claimed in ~~any of the Claims 1 to 8~~, characterized in that the apparatus is capable of exchanging a user profile with said gatekeeper device or a further apparatus.

10.a A gatekeeper device for use in a system as claimed in ~~any of the Claims 1 to 9~~.

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11. a An apparatus for use ~~in a system as claimed in any of the Claims 1 to 9~~.

12. A method for providing a personalized services, utilizing a system as claimed in ~~any of the Claims 1 to 9~~.

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